

## 이베이매출증대 위한 리스팅 작성방법

How does eBay rank listings? ^

Understanding eBay SEO and Cassini

To optimise your eBay listings you need to know how the algorithm of its Cassini search engine works. To help customers find relevant products the Cassini search engine ranks eBay listings based on keywords seller engagement product pricing customer service and sales history.

<https://neilpatel.com/blog/ebay-seo/>

### Understanding eBay SEO and Cassini

To ensure that your listings appear at the top of shopper search results it's vital to keep Cassini (eBay's internal search engine) happy. Cassini decides where to rank products in the search results and content is one of the most important deciding factors the more relevant the content to what the user is searching for the higher the listing.

To optimise your eBay listings you need to know how the algorithm of its Cassini search engine works.

To help customers find relevant products the Cassini search engine ranks eBay listings based on keywords seller engagement product pricing customer service and sales history.

You can find out what keywords your audience searches for on eBay with tools like [KeywordTool.io](#) or [Terapeak](#). Free tools like Google's keyword planner or Title Builder are helpful too. Alternatively you can look at data from your other sale channels to determine the phrases your customers most commonly search for.

It's a good idea to use multiple keywords in your eBay listings. Just make sure they are highly relevant to your products. eBay SEO isn't just about targeting popular keywords. It's also about targeting the keywords that will drive conversions.

How do I SEO my eBay listing?

Below are 10 tips for conquering the world of eBay SEO.

1. Use Effective Keywords in eBay Listings.
2. Make Your eBay Listing Title Pop.
3. Write Detailed but Concise eBay Listing Descriptions.
4. Incorporate Clear and Effective Product Images.
5. Make Your eBay Listings Accessible.
6. Use the Correct eBay Item Category.

# How to write your product description for eBay SEO

<https://www.channelsight.com/blog/how-to-write-product-listings-that-rank-highly-on-the-ebay-search-listings#:~:text=Understanding%20eBay%20SEO%20and%20Cassini&text=To%20optimise%20your%20eBay%20listings,customer%20service%20and%20sales%20history.>

## 1. Product Categories

- Correct category

## 2. Product Title

eBay suggests using descriptive keywords to clearly and accurately convey what you're selling.

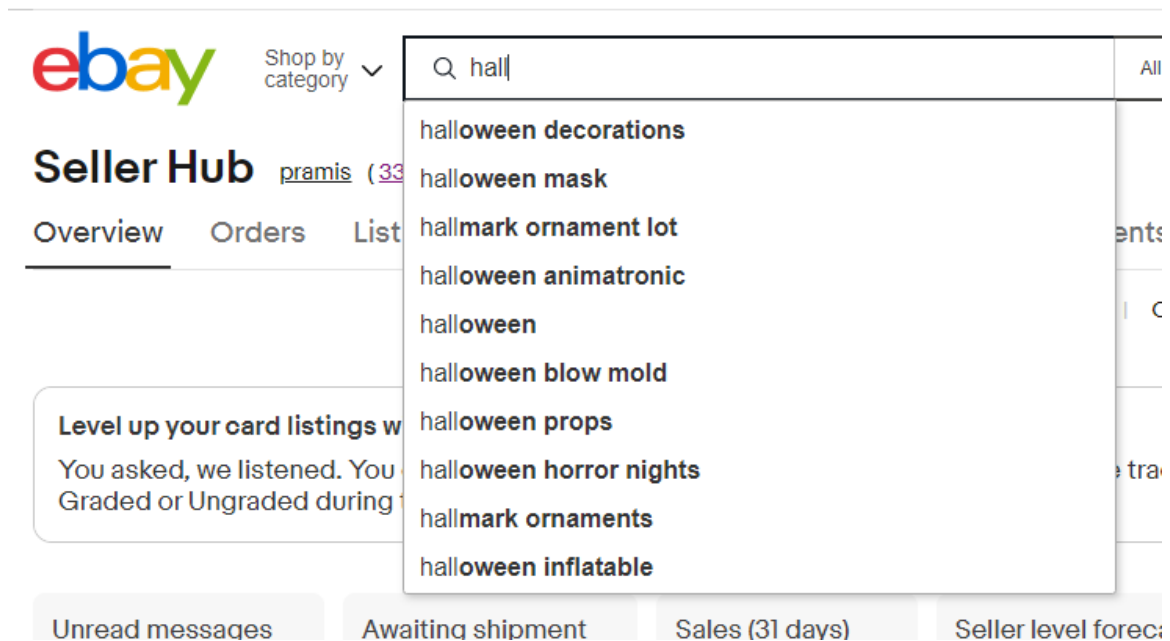
Avoid:

- Multiple synonyms or plurals (it's not needed for search and may make your title less attractive to buyers)
- Punctuation marks and asterisks
- Words like 'wow' or 'look' (buyers don't search for words like these)
- Overuse of acronyms
- Using all caps
- Obscene language
- Website and email addresses
- Phone numbers
- False or misleading information

While it's important to include keywords in the title it needs to attract clicks too. So add vital information that will appeal to shoppers.

구매자가 무엇을 검색하는지 알아보려면 eBay의 검색 제안을 사용하는 것이 좋습니다. 예를 들어 아래 이미지에 따라 xbox one 컨트롤러에 입력을 시작합니다. **eBay는 가장 자주 검색되는 관련 용어를 보여줍니다. 그런 다음 동일한 단어를 동일한 순서로 사용하여 제목 작성을 시작할 수 있습니다.**

We recommend using eBay's search suggestions to find out what buyers are searching for. For example start typing in xbox one controller as per the below image. eBay will show you the most frequently searched related terms. You can then use the same exact words in the same exact order to begin your title building.

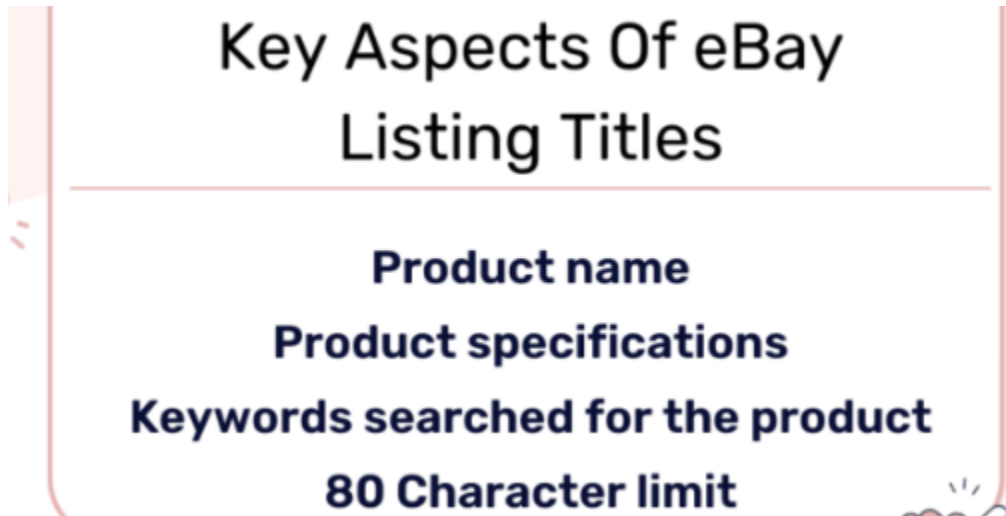


## How To Write The Best eBay Listing Titles To Drive More Traffic & Sales

<https://www.autods.com/blog/dropshipping-tips-strategies/ebay-listing-titles/>

Simply put, **the principal value of product titles is that they explain what the product is and why users should buy it.**

Additionally, useful titles for our products can make it easier for us to organize them into categories. **Ultimately, the more optimized our eBay listing titles are, the higher the chance of sales.**



## 80자의 순서 와 구성은....(\*\*80자를 꼭 채워야 함 ! )

(1)“Product name” 을, Google keyword planner에 넣어서 (traffic, search volume, conversion 확인하여) main keyword 결정 함

### Product Name

Arguably, the most crucial element of the title listing is the **product name**. Obviously, this tells us clearly what the product we are trying to buy is. To note, we must remain clear in this part of the listing title as it gives us basic information about the listing.

We should note that our product name is often **our main keyword**. So, we should always include the main keyword (product name) at the beginning of our listing title.

### (2) Product specifications

Next, we need to include some **product specifications**. In fact, titles that are **more detailed** and include key specifications bring in **more sales**

. So, specs like size, material, and color, paint a better picture of our product and thus attract more customers.

(3) 이것은 supplier의 상세페이지 보면서 뽑아내야 겠다

## Keywords Searched For The Product

Undoubtedly, an element that we must not omit is the **keywords searched for the product**. To elaborate, these keywords usually accompany our customer's search phrasing. For example, 'big,' 'durable,' and 'quality' - are all critical **selling points**.



As such, our customers can match their needs to our product title and be encouraged to buy. Plus, by emphasizing our key selling points in our listing title, we are giving our customers more reasons to make a purchase.

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## 4. eBay Product Description

For the product description brands should focus on driving conversions. Include helpful information **key selling points** and a couple **more keywords for the Cassini** search engine. Also describing **why you're different** gives you a competitive edge.

When writing your product description eBay suggests:

- Organizing information in paragraphs with similar information grouped together
- Starting with the most important details first like item specifics such as size shape color age manufacture date and country of origin
- Clearly stating the item's condition such as new or used. Be sure to mention any flaws or repairs
- Being clear about what's included and the type of packaging
- Using complete sentences and correct spelling and grammar
- Including your return policy for international returns (if different from your national returns policy)
- Including a story about the item or why it's appealing. Many eBay sellers find this boosts bids and sales
- Avoiding item descriptions copied word-for-word from other sources (like shopping websites other eBay listings or manufacturer websites)
- Avoiding all caps multiple fonts and font colors and HTML. These can make your listing unreadable on mobile

(\*) 상품의 스토리텔링이 효과 / 제조사의 상폐베끼기 피하기 / 다양한 폰트와칼라 피하기 (모바일에서 못 읽음)

Once your eBay listings are live you can view their performance from your account. **With stats on rankings clicks and conversions you can then see which listings need improvement.** ←-전략리스팅은 이것 해야 겠다 ! (Niel 구독 !)

## 5. Product images for eBay SEO listings

**A picture is worth a thousand words** so this is a great way to inform shoppers. Brands should use high quality original images which show products from every angle. This should increase sales while also reducing returns and negative feedback.

Images can be uploaded JPEG (it should have a quality of 90 or higher on the 0-99 JPEG quality scale) PNG TIFF BMP and GIF file formats. Images can't have borders or text on them. Stock photos are only acceptable for new and unused items. All other items should have an image that shows its actual condition. Make sure any photos imported from the web are HTTPS compliant to [avoid security warnings in browsers](#).

You can also add descriptive alt tags to each listing on eBay. This will make your products more accessible to the visually impaired while also improving your eBay SEO.

## 6. Item Specifics

They also act as a filter when a buyer is shopping so they can easily find what they want.

Make sure all item specifics are filled in and relevant to your product. If your item specifics are not filled in your item will not show up in the search results. This is especially important in mobile since most buyers on a mobile phone will use item specifics to drill down into listings. Use [eBay's Item Specifics Lookup Tool](#) to discover which item specifics are most relevant to your product.

## Try creating an eBay Promoted Listing

eBay Promoted Listings provide brands with the opportunity to reach more customers. These ads appear in really prominent positions on eBay including the home page and the top of search results. They appear as suggested items at the bottom of product pages too.

An eBay Promoted Listing is similar to an organic one but it is labelled as 'sponsored'. These ads hugely boost visibility and you only pay when a shopper converts.

Because they boost engagement and sales volume for your listing they also offer knock on benefits for your organic eBay SEO as well.

## Final thoughts

Without carefully crafted descriptions **strategically placed keywords** and **eye-catching images** your products would get lost in the ether of eBay's 1.7 billion listings. Whether you run **ads** or just want to improve the performance of your organic listings these steps are crucial in this increasingly competitive environment.